

Roll No.

57533

BBA 4th Semester (N. S.) 2014-17

Examination – July, 2021

BUSINESS RESEARCH METHODS

Paper : BBAN-403

Time : Three Hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Attempt *compulsory* Question No. 1 from Section – A and *four* questions from Section – B (*one* question from each Unit). All questions carry equal marks.

SECTION – A

1. Briefly describe the following :

- (a) Basic research
- (b) Constructs

- (c) Experimental study
- (d) Scaling
- (e) Random sampling
- (f) Observation method
- (g) Meaning of correlation
- (h) Foot notes

SECTION - B

UNIT - I

- 2. Explain the meaning and objectives of research. What are the features of a good research ?
- 3. Explain the necessity and importance of problem definition in research. Which factors should be considered for defining a research problem ?

UNIT - II

- 4. Explain the meaning and significance of research design. What are the differences between research designs of exploratory and descriptive studies ?
- 5. Using suitable examples, explain and illustrate the *four* basic measurement scales.

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UNIT - III

- 6. Describe the techniques of non-probability sampling. What are the major sources of non-sampling errors in research ?
- 7. Which factors should be considered in designing a questionnaire ? What are the advantages and disadvantages of questionnaire method ?

UNIT - IV

- 8. Write notes on :
 - (a) Data tabulation
 - (b) Measures of variation
- 9. Explain the meaning, types and layout of a research report.

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